

Welcome!

2008 San Diego
Cultural Tourism Summit III:

Know IT and Grow IT

(One of the IT cities for 2008)

A continuing conversation...

CITY OF SAN DIEGO
COMMISSION FOR
ARTS AND CULTURE



VIBRANT CULTURE
VIBRANT CITY



CONVENTION &
VISITORS BUREAU



Colette Carson Royston

Chair,
City of San Diego
Commission for Arts and Culture

Thank you!

Dr. Hager
and staff of the
San Diego Natural History Museum
for hosting us today!



Cultural Tourism



“travel directed toward experiencing the arts, heritage and the special character of a place.”

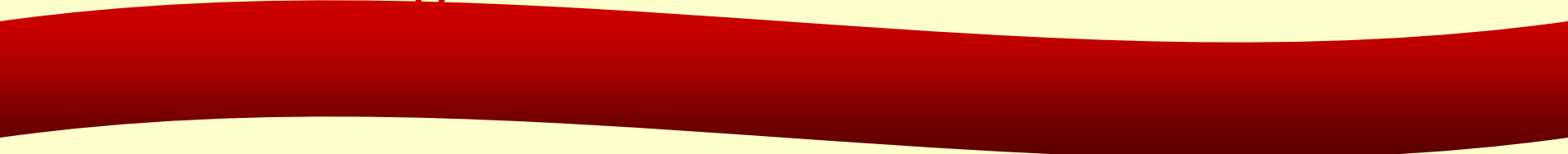
San Diego Cultural Tourism: The Myths, The Facts, The Need for Reality



Tom DiZinno
Co-Chair,
Cultural Tourism Planning Committee
City of San Diego
Commission for Arts and Culture

Destination NEXT and why San Diego is IT

Kerri Verbeke Kapich
Senior Vice President of Marketing &
Strategic Partnerships
San Diego Convention & Visitors Bureau



What's on the Horizon with San Diego Cultural Tourism?

Lorin Stewart
Co-Chair,
Cultural Tourism Planning Committee
City of San Diego
Commission for Arts and Culture



What's on the Horizon with the San Diego Tourism Marketing District (TMD)

Mike McDowell
Executive Vice President/CEO
San Diego Lodging Industry Association



Collaboration Follow-up: Dead Sea Scrolls



Dr. Michael Hager
Executive Director
San Diego Natural History Museum

Your Tool KIT, Locally



Joe Timko

Director of Public Relations

San Diego Convention & Visitors Bureau

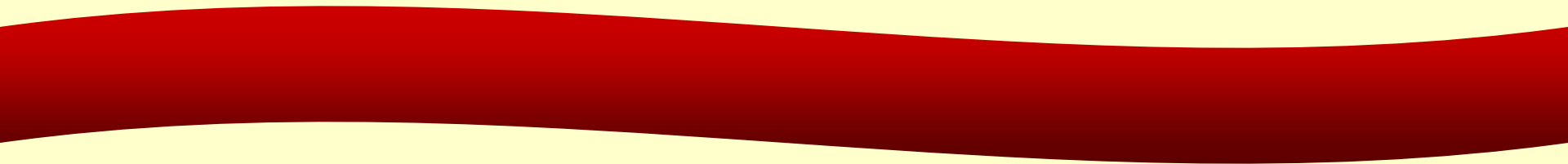
Your Tool KIT, State-wide



Kathy Anderson
Regional Marketing Representative
San Diego/Desert/Inland Empire
California Travel & Tourism Commission

San Diego Summing IT Up

Tom DiZinno and Lorin Stewart
Co-Chairs



San Diego Cultural Tourism: The Myths, The Facts, The Need for Reality



Tom DiZinno
Co-Chair,
Cultural Tourism Planning Committee
City of San Diego
Commission for Arts and Culture

A vibrant, hand-drawn collage featuring various faces and text elements arranged in a puzzle-like pattern. The top row includes a dark-skinned face, a light-skinned face with a green headband, a woman with a bindi, and a stylized face with a wide smile. Below these are large, colorful letters: 'A' in yellow, 'M' in blue, 'U' in pink, and 'K' in yellow. The middle section shows a face with a large nose, a face with the word 'BLAKE' written across it, and a face with green eyes and a pink shirt. The bottom row features a face with dark hair, a face with a red smile, and a face with the text 'Beeba na' written above it. The background is a mix of dark and light colors, with white outlines separating the different elements.

CULTURAL TOURISM IN SAN DIEGO

Cultural Tourism Today

- ▶ The Myths
- ▶ The Facts
- ▶ The Need for Reality

The Myths



The Myths



The Facts

- ▶ San Diego Tourists (2.2 Million) are coming here and participating in arts and culture activities (an increase of 4.8% from 2006)
- ▶ Conde Nast Traveler has heralded San Diego as a Cultural Mecca (2006)
- ▶ American Style named San Diego as one of the top 25 Arts Destinations (2006)
- ▶ San Diego's reputation as a cultural tourism destination has surpassed some of our most famous Cultural Mecca's including San Francisco and Los Angeles

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 inspired travel starts here

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The only help I get from my
 online broker is tech support.

destinations

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THE 2008 IT LIST

By ONDINE COHANE

1 | 2 | 3 | 4 | 5 | ... 11 Next >



SUITCASE PRINT SHARE

Call it travel evolution. While some vacationers always turn to the Same Old year after year (Mickey!), the ever-curious vanguard are on the hunt for the Next. Sometimes their discoveries are exotic and far-flung, other times they are the once-beloved places seeing a renaissance. The 10 places you'll be hearing about this year share a few common denominators: a new crop of hotels provides creature comforts; the natural appeal is preserved and protected; the buzz has enough substance to make a journey worthwhile. From a low-key Latin beauty to an African gem with spectacular beaches to

a couple of resurging cities, these are the places to head next.

(Pictured, San Diego. And see our It List picks for [2007](#) and [2006](#).)

1 | 2 | 3 | 4 | 5 | ... 11 Next >

IN THIS STORY

1. Intro >
2. Mozambique, Africa >
3. St. Lucia >
4. Montenegro >
5. Ecuador >
6. Sicily >
7. San Diego >
8. Hainan island, China >
9. Oman >
10. Puerto Escondido and the Oaxacan Coast >
11. Paris >

BUT WAIT—THERE'S MORE!

Read our other stories in the style + design category:

[The Visionaries](#) >

[The world's coolest stores](#) >

[Amazing Bathrooms](#) >

The Facts

- ▶ How did this happen?
- ▶ Why did it happen?
- ▶ How can it happen more often?

The Facts

LOS ANGELES OUTDOOR



The Facts

SAN FRANCISCO OUTDOOR



The Facts (via a story)

The New York Times



The Facts



The Facts



The Facts



The Facts



The Facts



The Myth



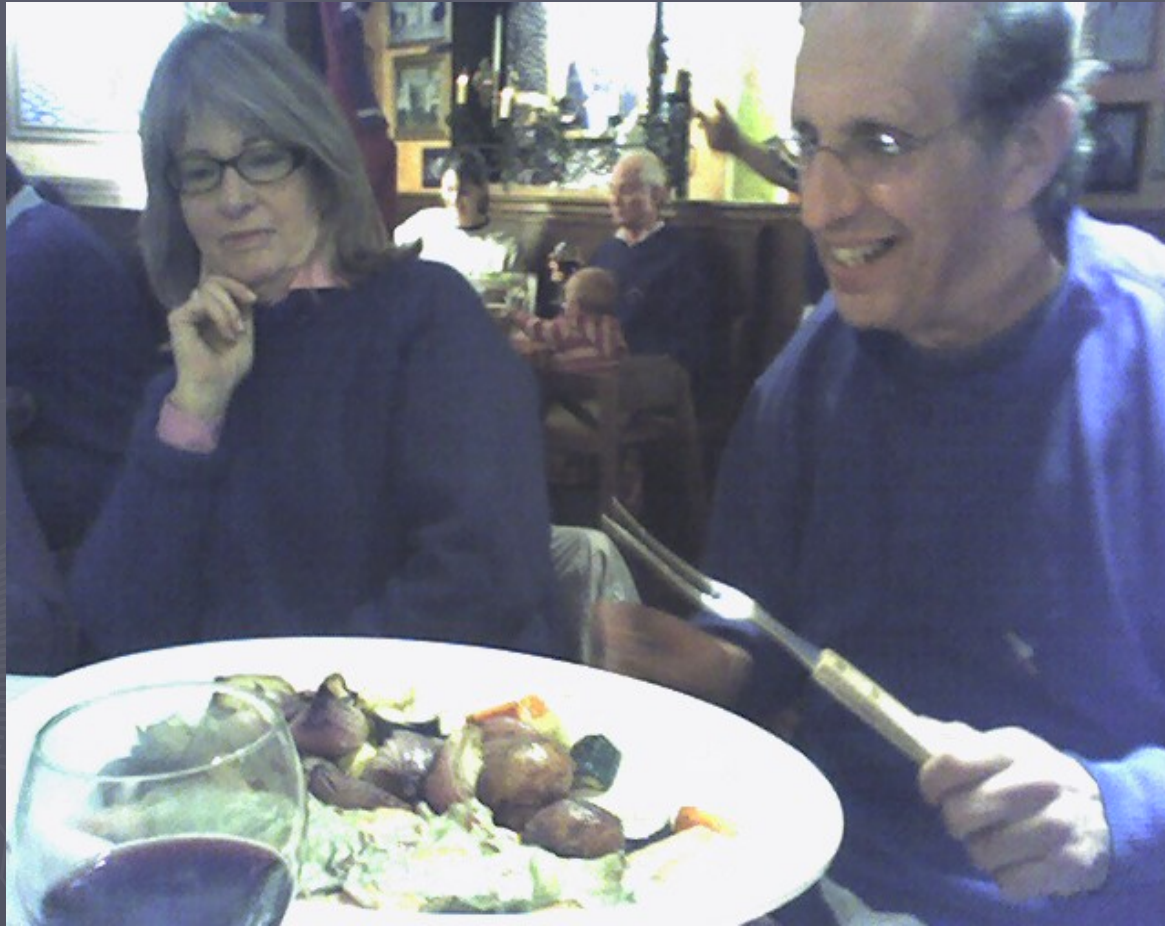
The Facts

- ▶ Little Italy Precious Fiesta
- ▶ GLBT Parade
- ▶ Balboa Park Museums
- ▶ The San Diego Opera
- ▶ The Old Globe
- ▶ The La Jolla Playhouse

Need for Reality



Need For Reality



The Need For Reality



The Need for ConVis

San Diego Convention & Visitors Bureau - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.sandiego.org/nav/Visitors

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San Diego THE OFFICIAL TRAVEL RESOURCE FOR THE SAN DIEGO REGION WEATHER SURF REPORT Search the Site GO

CONVENTION & VISITORS BUREAU

- Visitor Information
- Where to Stay
- Dining & Nightlife
- What to Do
- Event Calendar
- Getting Around
- Resources

WELCOME TO SAN DIEGO

Welcome to San Diego, California's second largest city. Where blue skies keep watch on 70 miles of beaches and a gentle Mediterranean climate begs for a day of everything and nothing. Bordered by Mexico, the Pacific Ocean, the Anza-Borrego Desert and the Laguna Mountains, San Diego county's 4,200 square miles offer immense options for business and pleasure.

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Media
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MAKE RESERVATIONS ONLINE or call (800) 350-6205

Hotels Activities Deals Packages Cars Flights

Select Neighborhood: San Diego

Check in: mm/dd/yyyy Check out: mm/dd/yyyy

Rooms: Adults: Children: 1 1 0

FIND HOTEL

Paradise Point Resort and Spa

It's Southern California, just as you've pictured it—blue skies, towering palms and a landscape exploding with color...

Rooms from \$150 BOOK NOW

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Vacation Packages starting at \$79* per person

*based on double occupancy

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Embassy Suites La Jolla

Beautiful all suite hotel located minutes from all San Diego attractions. \$10 million renovation just completed. Free Breakfast and Managers reception

SAN DIEGO CREW CLASSIC

> 04/05 - 04/06 - Crew staging and race start is in Mission Bay. Watch the race make it's way to the finish line at Crown Point Shores. \$7/day per person or \$10 for both days. Free to children under 13 and active...

Done

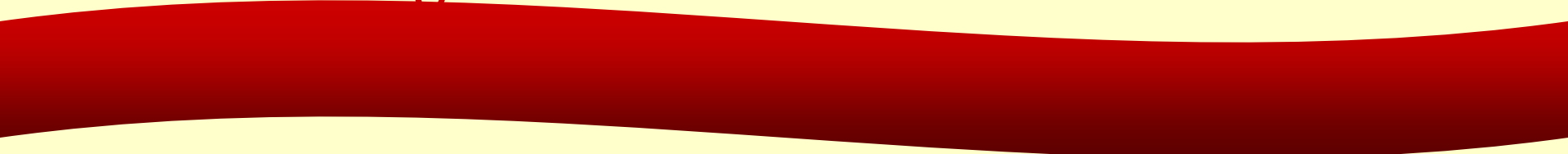
The Next Steps

► Commission for Arts and Culture

- Focus –Cultural Tourism
- Educate
- Mentor
- Motivate
- Incentive
- Measure
- Critique

Destination NEXT and why San Diego is IT

Kerri Verbeke Kapich
Senior Vice President of Marketing &
Strategic Partnerships
San Diego Convention & Visitors Bureau



DESTINATION: San Diego

SAN DIEGO CONVENTION & VISITORS BUREAU

Making the 2008 Must See IT List

- ✓ New Product
- ✓ Natural Appeal
- ✓ Enough Substance to Make a Journey

Montenegro



Sicily



Paris



St. Lucia



SAN DIEGO CONVENTION & VISITORS BUREAU

Innovative



San Diego Symphony, Moonlight Amphitheatre, Vista



SAN DIEGO CONVENTION & VISITORS BUREAU

Hip



Sophisticated



Diverse



SAN DIEGO CONVENTION & VISITORS BUREAU

Experiential



Star of India, San Diego Embarcadero North

Joanne Dillon
San Diego CVB

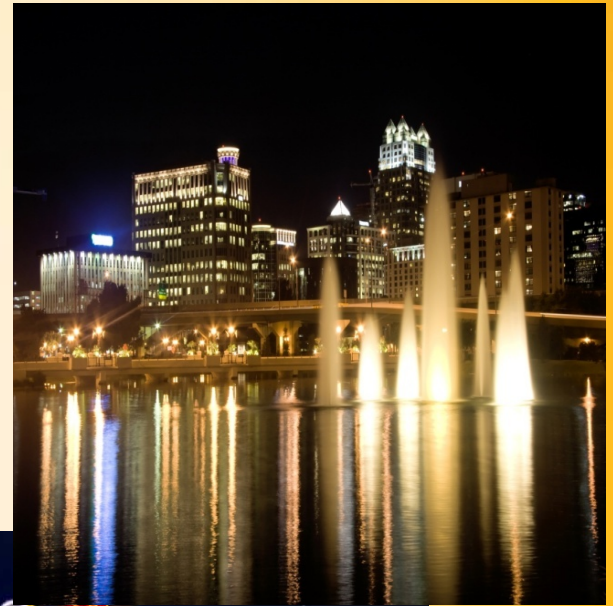
Competition...



Dubai



Macau



Orlando



Las Vegas

Opportunities...



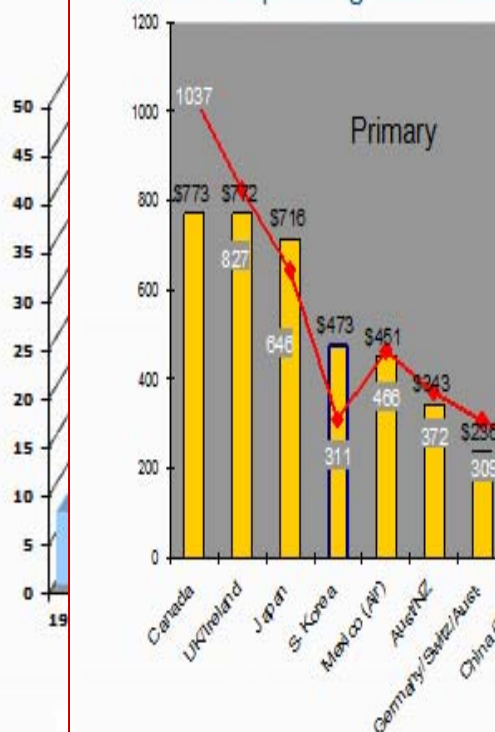
SAN DIEGO CONVENTION & VISITORS BUREAU

Opportunities...

- Historically unpredictable annual budget
 - inconsistent legislative funding
 - inflationary pressures
- '07 legislation allows for consistent funding

Primary vs Secondary

California Spending and Visitation

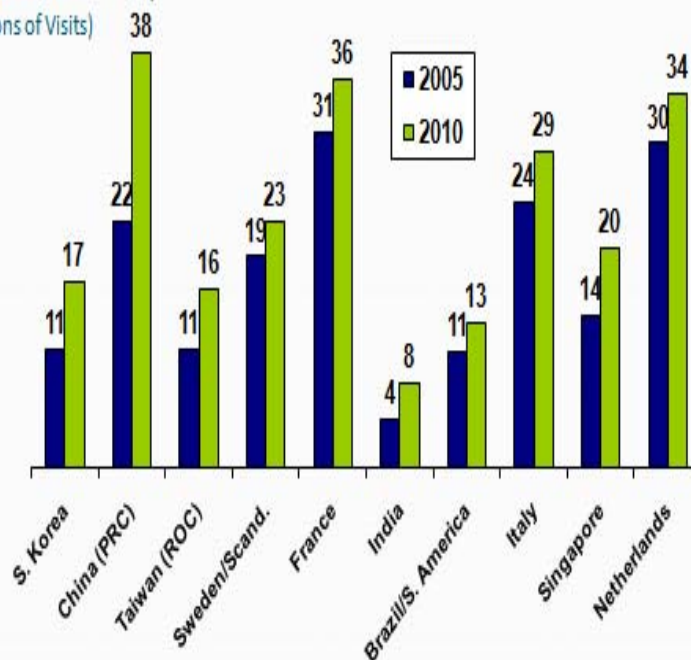


NOTE: China (PRC) Includes Hong Kong - \$108 M spending, 67 M visits
 Source: OTTI In-Flight Survey; DHS; CIC Research Inc.; Statistics Canada

Long Haul Visitation Potential

Global Outbound Travel from Secondary Markets Projected Growth, 2005-2010

(Millions of Visits)



Source: Global Insight, California Tourism Research.

Opportunities...

New Boeing 787 Aircraft


Tourism Promotion Act

Open Skies Agreement

TIA Global Marketing Initiatives

Expansion of VISA Waiver Countries

Opportunities...



get the truth. then go.™

17,027,665 Travelers from 190 Countries Planned Trips Here This Week!

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Dear Gotta Run,
Book a flight. It will get you there quicker.
Sincerely, jetBlue ALWAYS

Home → United States → California (CA) → San Diego

San Diego Hotels

WRITE A REVIEW

Hotels

B&Bs / Inns

Specialty Lodging

Find Hotels Travelers Trust

Check-in: 2/1/2008
Check-out: 2/3/2008
mm/dd/yyyy mm/dd/yyyy

☐ My dates are flexible

Price: Any Price U.S. Dollars Hotel class: Any Class Adults: 2

More search options

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Recommended Hotels

Sort by: Popularity 1-10 | next 10>>

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UniversalHollywood.com amazing pass! Disneyland, more
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MemberNet

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Exclusive membership opportunities through ConVis will give you the competitive edge in expanding your reach to your target market. Learn more about becoming a member by browsing through our FREE information, or login to our exclusive, member-only resources.

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What's Happening


Welcome to San Diego, California's second largest city. Where blue skies keep watch on 70 miles of beaches and a gentle Mediterranean climate begs for a day of everything and nothing. Bordered by Mexico, the Pacific Ocean, the Anza-Borrego Desert and the Laguna Mountains, San Diego county's 4,200 square miles offer immense options for business and pleasure.

Welcome HelmsBriscoe Associates!

On behalf of the entire staff of the San Diego Convention & Visitors Bureau, I would like to express our delight on our new partnership and mutual goal-- to sell our incredible region and first-class convention destination to your clients across the country.

The same reasons that make San Diego one of the nation's preferred leisure travel destinations--our incredible beaches and mountains, world-renowned attractions, nearly-perfect climate, and first-class amenities, to name a few--make it the perfect choice for your meeting and convention clients.

We look forward to welcoming your clients to San Diego, where 365 days of ahhh bring the promise of possibility and productivity to life.




David Peckinpaugh
President & CEO

EXCLUSIVE ATTENDEE WEBSITE

www.seeyouinsandiego.com

A destination website for your meeting attendees featuring San Diego events, dining, nightlife, attraction tickets, transportation, guides and more!

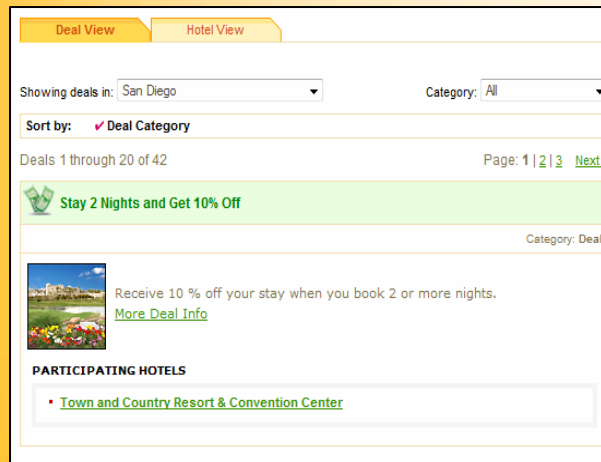


Cutting Edge Programs



*San Diego Art + Sol
Web Site*

*ConVis implementation of
Sales, Marketing & Finance*



ARES Deal Wizard



*Soundscape Promotional
Campaign*

Tourism Marketing District...

We're ready!

SAN DIEGO CONVENTION & VISITORS BUREAU

TMD Program of Work

SALES

MARKETING

INTERNATIONAL

TECHNOLOGY

SPECIAL EVENTS
(Incremental)

24%

59%

7%

10%

0%

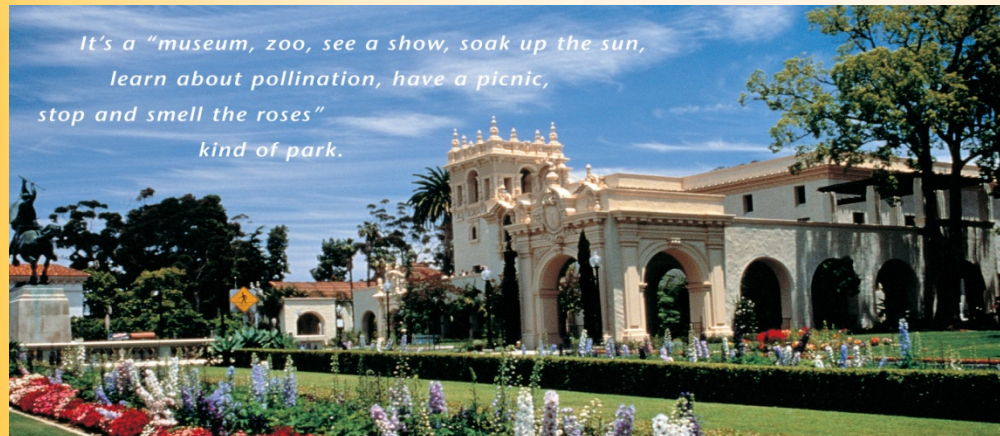
Incremental Opportunities





SAN DIEGO CONVENTION & VISITORS BUREAU

THANK YOU



With 1200 acres to explore, don't let Balboa Park's singular name fool you. Home to 15 major museums, several performing arts venues, the San Diego Zoo and more, this park will keep you coming back again and again. To start planning your San Diego cultural journey, visit www.balboapark.org.



See outstanding premieres in San Diego, or wait until the shows make their way to Broadway.

Totally up to you.

San Diego isn't just "on" the arts map; it's quickly becoming a mecca for all things cultural. From the premiere of smash musicals bound for Broadway to opera, performing arts, museums, and classical fare, the buzz surrounding the San Diego arts scene is spreading across time zones and international borders by the day. For a complete listing of venues and upcoming events please visit www.sandiegoartandsol.com



SAN DIEGO CONVENTION & VISITORS BUREAU

What's on the Horizon with San Diego Cultural Tourism?

Lorin Stewart
Co-Chair,
Cultural Tourism Planning Committee
City of San Diego
Commission for Arts and Culture



What's on the Horizon with the San Diego Tourism Marketing District (TMD)

Mike McDowell
Executive Vice President/CEO
San Diego Lodging Industry Association





City of San Diego Tourism Marketing District



City of San Diego Tourism Marketing District

Why?

- To ensure a dedicated, stable source of funding for tourism promotion
- To establish private-sector control and accountability
- To strengthen the unified voice for the destination

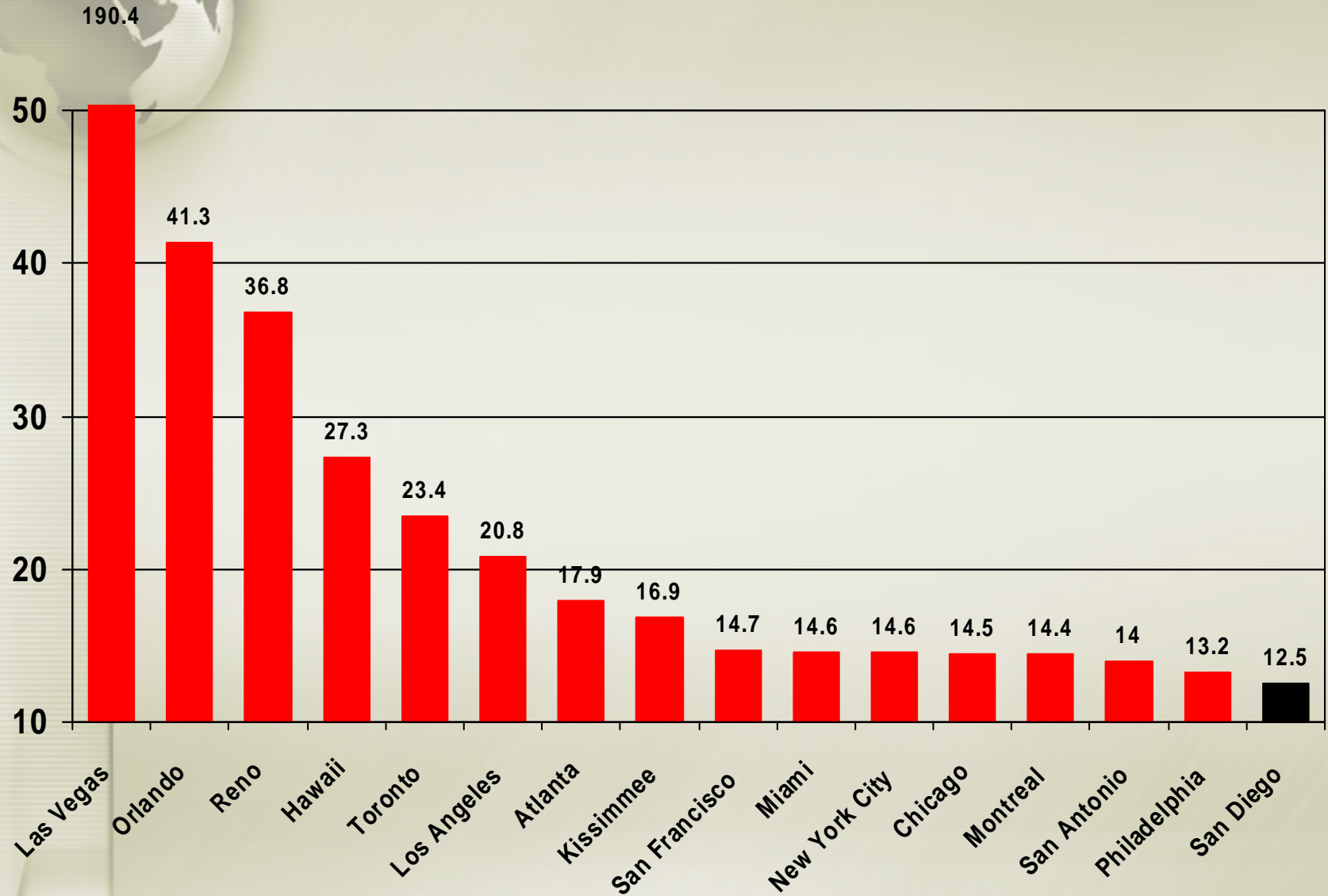


City of San Diego Tourism Marketing District

Why?

- 37% Decrease in ConVis/Destination Marketing Funding over Past 5 FY's
- Projected Increase in Hotel Room Supply by 10-12,000 Rooms Over the Next 5 Years
- To Maintain 71% Occupancy Requires 1 Million New Hotel Visitors (or 3.3M New Visitors)/Yr.

Top 16 CVB Budgets





City of San Diego Tourism Marketing District

- **Boundary** = San Diego City Limits
- **Purpose** = Tourism Marketing = Incremental New Room Nights = Additional TOT Revenue
- **Utilization** = By Law, Only For Intended Purpose
- **Rate** = 2% of Hotel Gross Room Revenue
- **Revenue** = \$28M to \$32M Annually, 5 Yr. Term
- **Allocations** = 63% Dedicated, 37% Discretionary
- **Management** = 9 Member Board of Payees
- **Accountability** = Annual Audits/Reports Required



City of San Diego Tourism Marketing District

- Opportunities For Arts & Culture Partnerships
 - TMD Dedicated Funding
 - Working With Existing Organizations;
San Diego Art + Sol
 - TMD Discretionary Funding
 - Arts & Culture Programs with A Tourism Component
 - TOT Advocacy
 - TOT Projected to Exceed \$200M Annually by 2012
 - Advocate For Your Fair Share

Collaboration Follow-up: Dead Sea Scrolls



Dr. Michael Hager
Executive Director
San Diego Natural History Museum



Dead Sea Scrolls

ANCIENT · AUTHENTIC · AMAZING



Exhibits

Goal: To be the best, largest and most comprehensive scrolls exhibition ever created



Exhibits

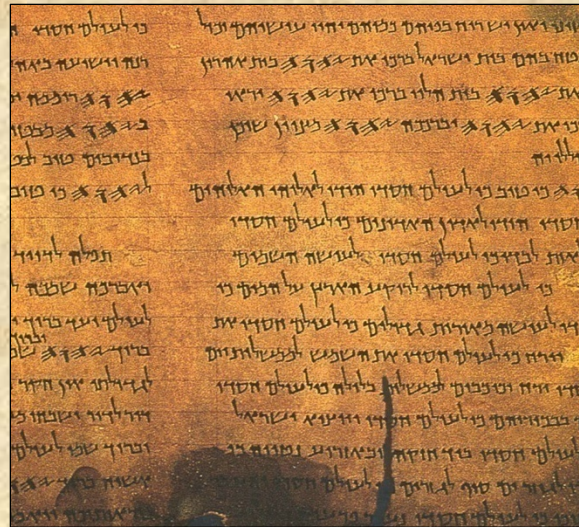
- The exhibition occupied more than 14,000 square feet of space.
- A total of 27 scrolls were displayed.
- Manuscripts and scrolls from Russia, Great Britain, Jordan and Israel were displayed together for the first time.
- A computer graphic model of the ancient site of Qumran was created.

Education

- 12,355 people attended a 22-part lecture series.
- 2,500 people attended three Family Days.
- A curator-led tour of the Holy Land in February 2008 was also sold out.

Volunteers

- Nearly 300 volunteers contributed more than 19,700 hours valued at \$371,120.



Website

Goal: To provide visitor information regarding the exhibition content and provide programs, lectures and ticket purchase information and access

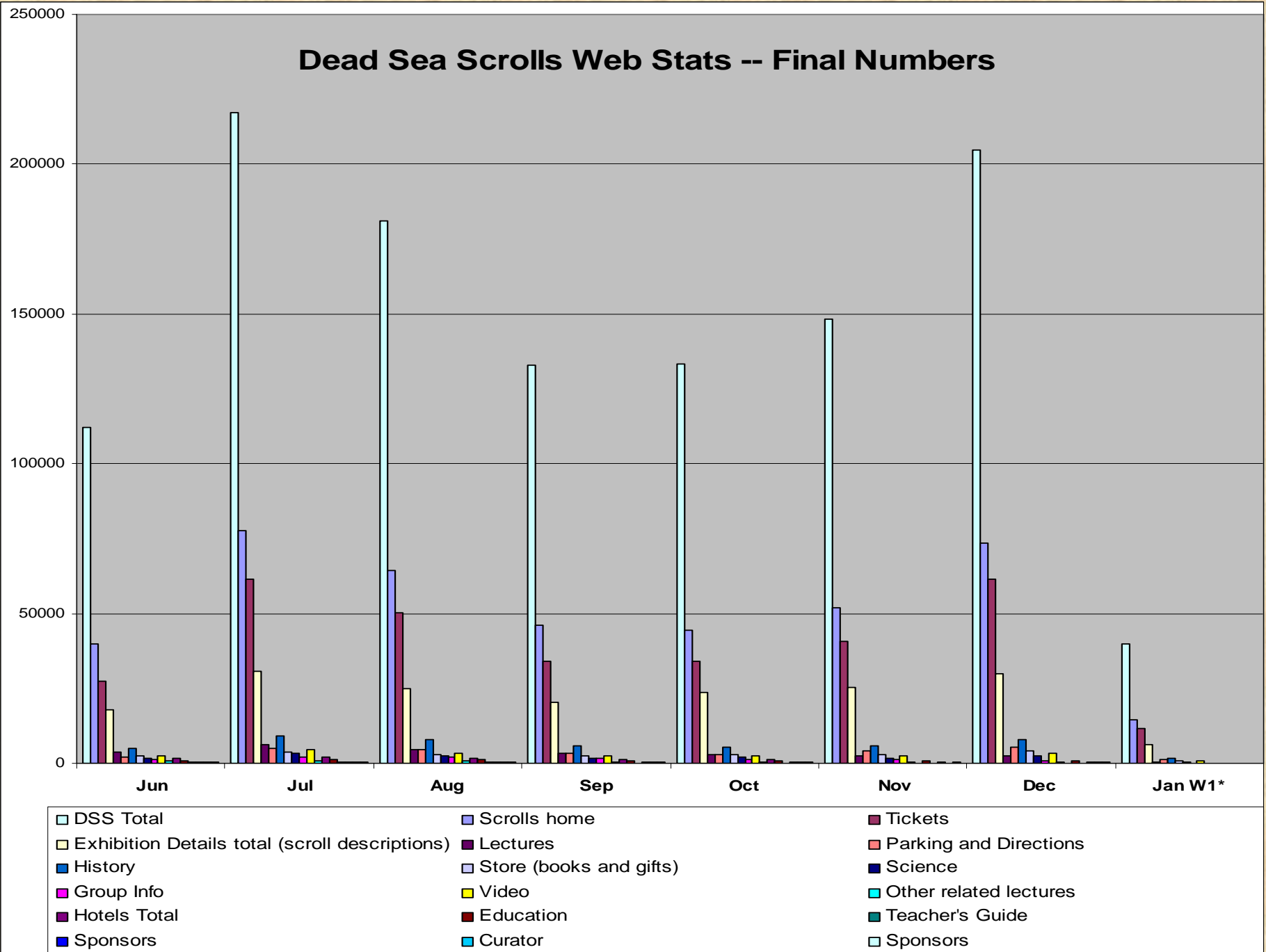
Website

- Visitors could use the website to plan their visit by:
 - Purchasing exhibition and lecture tickets
 - Getting directions, parking and maps
 - Getting information in both English and Spanish
 - Linking to accommodation websites which included Hilton and ARES

Website

- 48 web pages were developed along with 115 photos/graphics, video content and two Flash animations.
- The website had an average of 136,840 unique visits per month during the run of the exhibition for a total of 8.2 million visits.

Dead Sea Scrolls Web Stats -- Final Numbers



Marketing & Public Relations

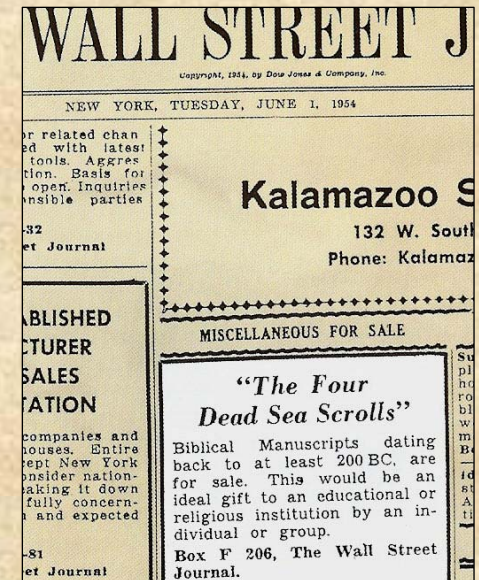
Goal: To meet the attendance goals set by the Museum of 400,000 visitors, to raise awareness of the Museum in the eyes of the community and the media, and to build and solidify the Museum's brand

Marketing & Public Relations

- Paid Advertising – Total investment
\$1,183,967
- Unpaid Advertising – Estimated value
\$700,000
- Added-value Advertising – Estimated at
over \$358,405

Marketing & Public Relations

- Media Relations
 - 700 newspaper and magazine articles
 - 45 inclusions in television news and radio broadcasts
 - 210 web pages, including WashingtonPost.com

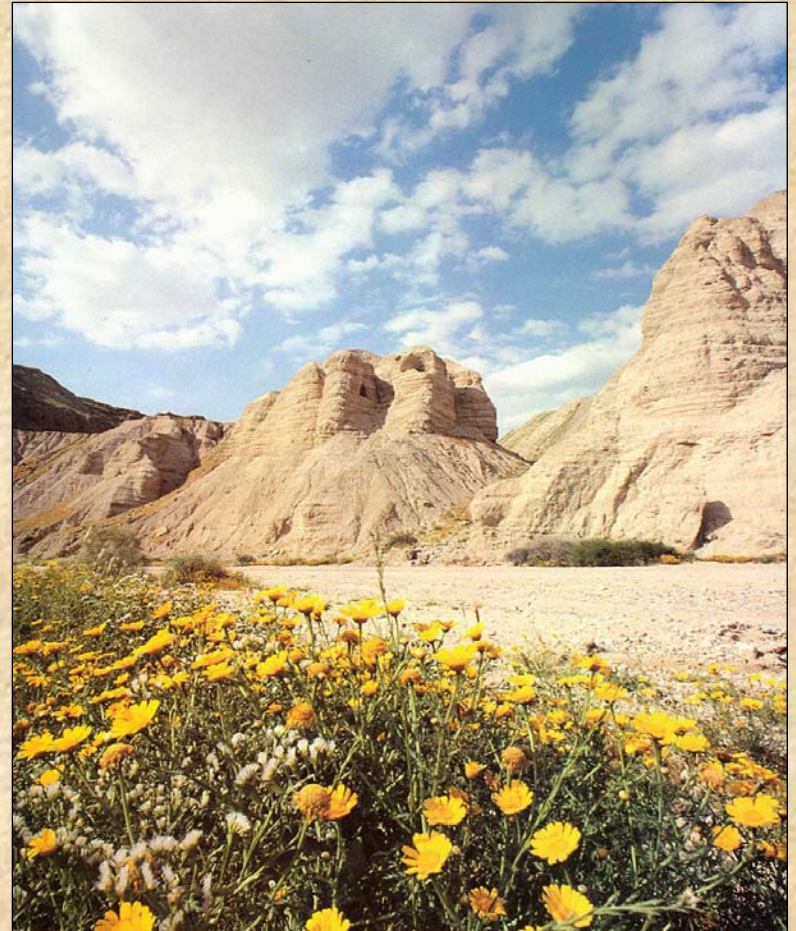


Marketing & Public Relations

- Hispanic Media
 - 61 newspaper and magazine articles
 - 25 television stories
 - Seven radio shows
 - Seven websites, including YouTube

Marketing & Public Relations

- Publicity peaked in July 2007 reaching nearly 8,000,000 people.
- Publicity for July alone was valued at over \$2,000,000.



Marketing & Public Relations

- Community Relations
 - 110 Speakers Bureau presentations
 - Display material at cultural organizations and venues
 - Special tours to key front-line people including Old Town Trolley drivers, visitor center staffs, and concierges

Marketing & Public Relations

- Media Partners
 - Univision San Diego
 - Univision L.A.
 - Cox Channel 4
 - Jewish Life Television L.A.
 - Channel 7/39
 - KCBQ & KPRZ
 - Buenas Nuevas Newspaper

Marketing & Public Relations

- Retail Partners
 - Bank of America
 - Ralph's Grocery Company
 - Ten Commandments Movie
 - Chuao Chocolatier
 - Borders
 - Warwicks La Jolla
 - Landmark Bank

Marketing & Public Relations

- Cultural Venues
 - Tijuana Arts & Culture Institute
 - San Diego Rep Theater
- Hospitality
 - ARES
 - Hilton Hotels
 - Sammy's Woodfired Pizza
 - Cohn Restaurant Group

Marketing & Public Relations

- Transportation
 - MTS
 - Aeromexico
 - Amtrak
- Tourism
 - ConVis
 - San Diego Convention Center
 - FAM Tours
 - Holiday Bowl

Marketing & Public Relations

- Government
 - Mexican Consulate San Diego
 - Secretary of Tourism of Baja California
 - San Diego Hispanic Chamber of Commerce
 - Israel Consulate General L.A.
 - Israel Ministry of Tourism L.A.

Marketing & Public Relations

- Religious Organizations
 - United Jewish Federation
 - Israeli Social Center Tijuana
 - Jewish Federation, L.A.
 - American Academy of Religion
 - Society of Biblical Literature
 - National Pastors Conference

Marketing & Public Relations

- Biblical Archaeology Society
- Robert Schuller's Crystal Cathedral
- Seventh Day Adventists, Southeastern CA Conference
- Mormon Stakes
- Agency for Jewish Education of San Diego County

Business Plan

Goals:

- Invest the funds necessary to build a “best-in-class” exhibition.
- Invest the necessary funds in infrastructure improvements to sustain this effort and for future exhibitions.

Business Plan

Goals:

- Establish a marketing plan to attract 400,000 visitors.
- Use the “best-in-class” exhibition strategy to attract significant funding support and to establish the Museum as a destination point to San Diego visitors.

Business Plan

- \$3.9 million pre-opening expenses were incurred.
- \$950,000 in building and system upgrades were made.
- This is the most significant up-front operating investment for a temporary exhibition ever made by the Museum.

Business Plan

- On opening day 40,000 tickets had been purchased in advance.
- The final attendance tally was 394,000, slightly short of the 400,000 goal.



Business Plan

- Key visitation metrics:
 - Average daily attendance 2187
 - Average ticket price \$22.94
- Operating Surplus
 - \$1 million to be invested in future exhibitions

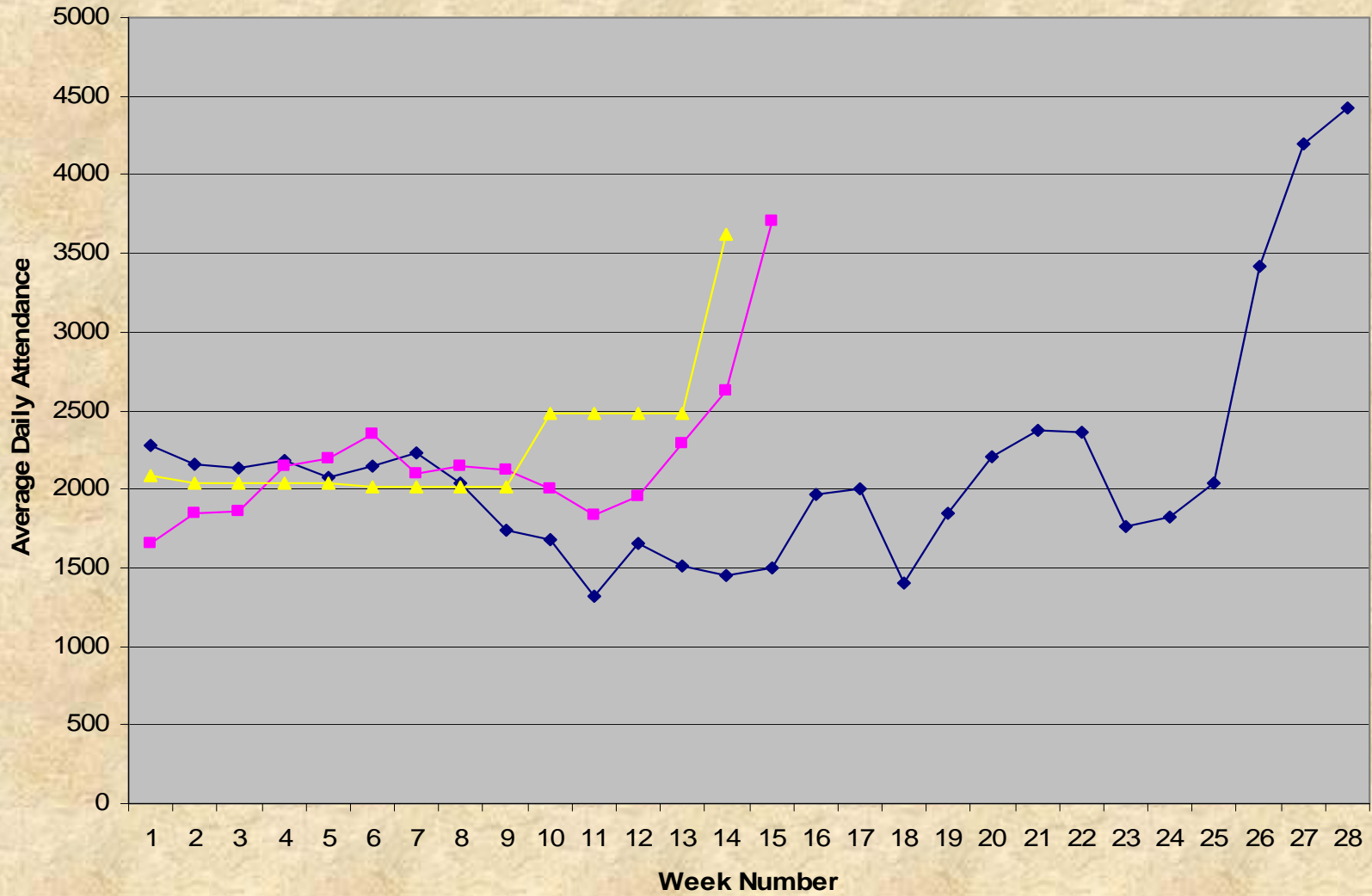
Business Plan

- Ticket purchases by distribution point:
 - On-site purchase 50%
 - Online 27%
 - Group Sales/Call Center 22%
 - Other 1%

Business Plan

- Visitor Demographics
 - Total Tickets.....394,000
 - San Diego County.....199,000 51%
 - LA, Orange, Riverside
& San Bernadino.....153,000 39%
 - All Other Areas.....42,000 10%

DSS Average Daily Attendance



—◆— SD —■— Charlotte —▲— Seattle

Development

- We received cash and in-kind gifts from 76 donors, resulting in over \$4.75 million in cash and services to the *Dead Sea Scrolls* effort.
- We added 40 cash donors and 11 corporate funders.
- We established 13 in-kind sponsorships.

Special Events

Goal: To increase visibility through gala openings, media events, sponsor events, development and administration events, curator and VIP tours and receptions, and private events

Special Events

- There were 90 events at the Museum during the exhibition.
- 6200 *Dead Sea Scrolls* tickets were sold along with the events.



Special Events

- San Diego Convention Center
 - Provided links to our website and information for tickets, groups, and private events for San Diego conventions.

Special Events

- Conventions which booked private events:
 - Congress of International Neurosurgeons
 - Union for Reform Judaism
 - Liturgical Press
 - Brill Publishing
 - American Association of Osteopaths
 - American Society of Medical Genetics
 - Nanogen

Special Events

- Alumni Events
 - UCLA
 - Grinnell College
 - CalTech Board Tour
 - Dartmouth
 - University of Arizona
 - Claremont School of Theology

Special Events

- Local Universities (sponsors)
 - UCSD
 - USD
 - SDSU
 - PLNU

Scholar's Comments

- Hardy compliments on a magnificent exhibition expertly designed and presented which contains more scrolls than ever have been at any other exhibition, including a remarkable co-existence of Israeli and Jordanian scrolls.
 - *Shalom Paul, Ph.D., Professor, The Hebrew University of Jerusalem Israel; and Chairman, The Dead Sea Scrolls Foundation*

Scholar's Comments

- I've seen many, if not most of the exhibits of the scrolls. The one in San Diego has the most scroll fragments and supporting material, stays on for the longest time, and is the most original and imaginative of them all.
 - *Prof. Emanuel Tov, Ph.D., J.L. Magnes Professor of Bible, Hebrew University, Jerusalem; and Editor-in-Chief, Dead Sea Scrolls Publication Project*

SAN DIEGO NATURAL HISTORY MUSEUM



Your Tool KIT, Locally



Joe Timko

Director of Public Relations

San Diego Convention & Visitors Bureau

San Diego Convention & Visitors Bureau

Tool Kit

Public Relations

- Out-of-market travel media: newspapers, magazines, TV, radio, on-line (domestic and international)
- Quarterly “What’s New in San Diego?” news release: distributed to 1,300 media
- Minimum 6 month lead time
- Your role: send news releases and host site inspections

Travel Industry Sales

- Travel agents and tour operators (domestic and international)
- Quarterly Travel Industry Sales e-newsletter: distributed to 3,000 clients
- Minimum 3-6 month lead time for travel agents, 1-2 years for tour operators
- Your role: send news releases and host site inspections

Visitor Services

- International Visitor Information Center and La Jolla Visitor Center
- 3,000 walk-in visitors per month
- Minimum 1-2 week lead time
- Your role: send news releases and host site inspections

Consumer News

- E-mail communication newsletter
- Distributed monthly to 175,000 opt-in consumers
- Minimum 2-3 month lead time
- Your role: send news releases

San Diego Art + Sol Website

www.sandiegoartandsol.com

- Averages 10,000 visitors monthly:
specifically seeking arts and cultural offerings
- Covers wide spectrum of cultural offerings
- Encourage 3-6 week lead time
- Your role: fill out on-line form and submit events; review current itineraries, and contact the Commission for updates, edits and new itinerary ideas

SDCVB Website

www.sandiego.org

- Averages 275,000 visitors monthly
- MemberNet for SDCVB members: includes company profile, articles, photos, coupons and short-term public events
- Your role: become a member; post and edit information regularly

Convention Calendar

www.sandiego.org/MemberNet

- List of upcoming meetings scheduled in San Diego
- Opportunity to market your facility as a meeting/special event venue
- Encourage 3-6 months in advance
- Your role: contact meeting planner directly

Thank you!

Your Tool KIT, State-wide



Kathy Anderson
Regional Marketing Representative
San Diego/Desert/Inland Empire
California Travel & Tourism Commission

California Travel & Tourism Commission

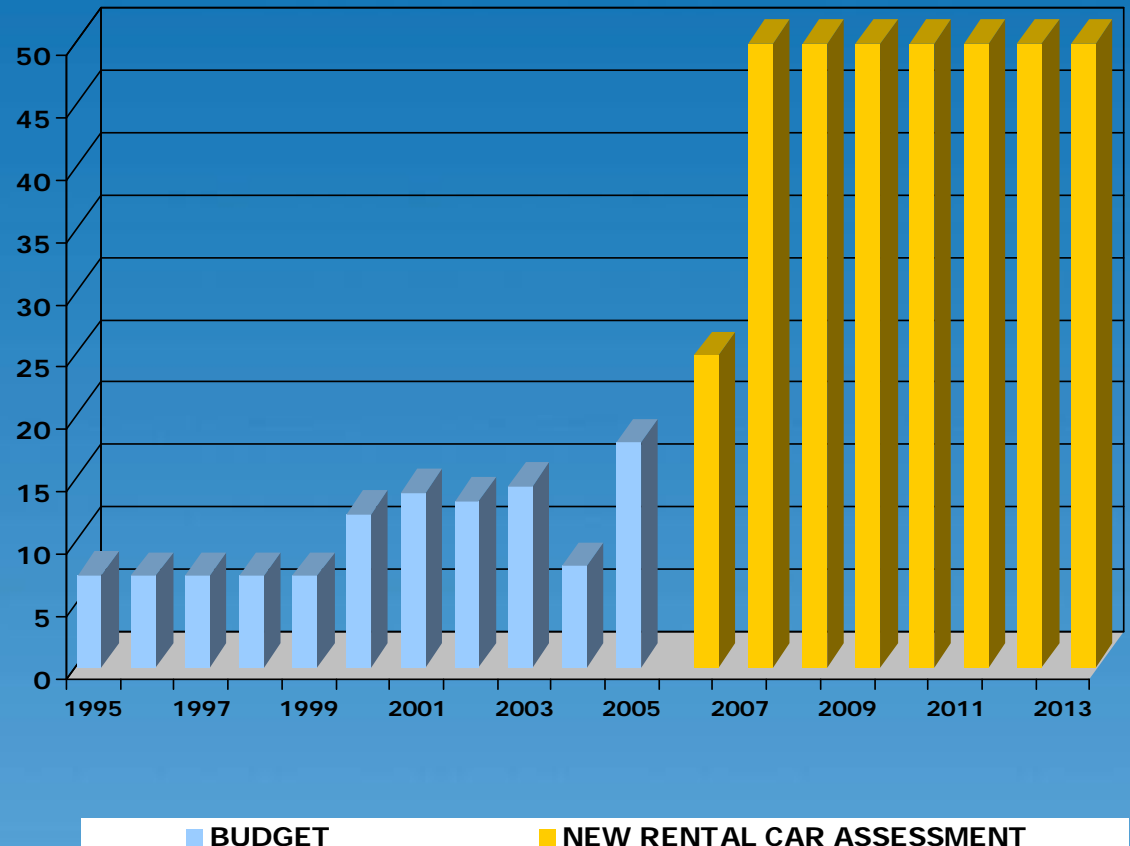
San Diego Cultural Tourism Summit
March 12, 2008

Today's Topics

- Why work locally
- Leverage marketing investment
- Collaboration and partnership

CA Tourism Budget History/Outlook

- Historically unpredictable annual budget
 - inconsistent legislative funding
 - inflationary pressures
- New legislation beginning of 7 years spending totaling \$350 million



CTTC Leadership

- Governor Arnold Schwarzenegger
- Secretary of the Business, Transportation and Housing Agency
CTTC Chair
- CTTC Commissioners



CHAIR



DALE BONNER
SECRETARY,
CALIFORNIA
BUSINESS,
TRANSPORTATION
AND HOUSING
AGENCY



JOHN WAGNON
HEAVENLY
MOUNTAIN RESORT
CTTC VICE CHAIR



LOUIS MEUNIER
MACY'S
CTTC VICE CHAIR



TERRY WESTROPE
CTTC CFO
OCEAN PARK
HOTELS, INC.

Domestic Plan

- Increase non-resident and resident leisure travel visits
- Leverage "Diversity" positioning
- Communicate CA's core attributes and compelling point-of-difference:
 - "California Attitude"
 - Desirable eclectic lifestyle
 - Unique culture
 - Diversity is woven together by spirit

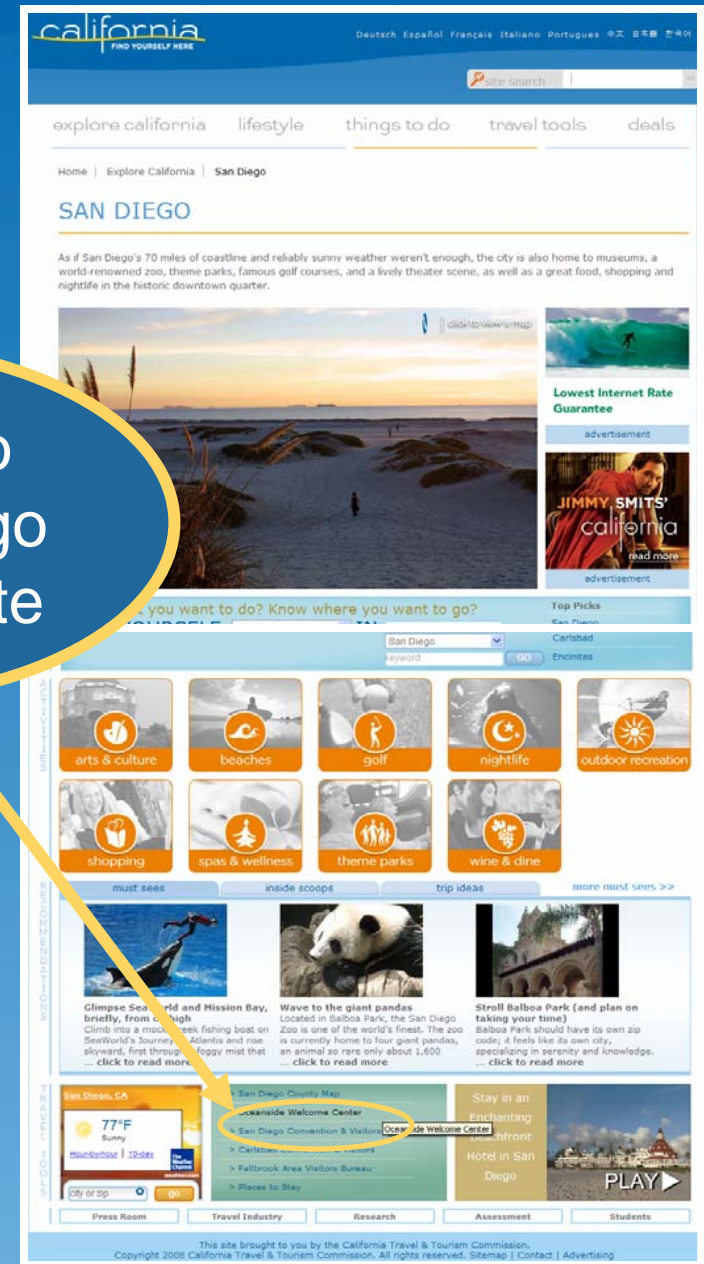
california

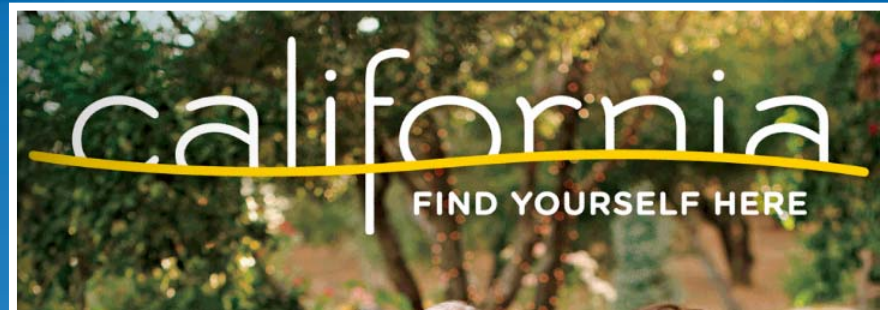
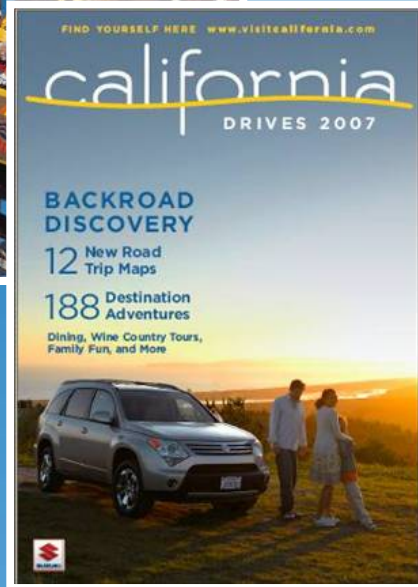
FIND YOURSELF HERE

Video Clip: “Work”



california
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visit**california**.com





San Diego County is blessed with a plethora of riches. It boasts more than 70 miles of walkable beaches and picturesque bays, as well as the perfect climate to enjoy them. As if that weren't enough, it is bordered on the east by the cooling Cuyamaca Mountains, while the charm of Mexico lie conveniently to the south. With easy access to **underwater parks** for snorkeling, miles of **single-track trails** for **mountain biking**, a bounty of **verdant golf courses** in the country's southern region, and one of the most diverse recreational parks in the nation at **Mission Bay**, no wonder San Diego County attracts people who enjoy getting out and exploring all the region has to offer. Wildlife is also a big part of the county's allure, be it a **reptile spotted on a trail** or an **orca spotted at SeaWorld**, a **giraffe spotted at the Wild Animal Park** or a **gorilla glimpsed at Balboa Park's San Diego Zoo**. As the second-largest city in the state, San Diego is also an urban playground. It draws **out-of-towners** and **locals** alike to the restaurants and late-night music scene along Fifth Avenue in the **Gaslamp Quarter**, baseball fans to **PETCO Park**, and culture lovers to numerous world-class theaters and museums.



CLOCKWISE FROM TOP: Save the city lights of a San Diego waterfront sunset; view the orcas at SeaWorld; cruise along the coast on a beachfront bike trail; camp with the family in the mountains surrounding Julian.

New lifestyle
focused design

New! Wine and Food Campaign

LandofWineandFood.com

- Historic 5-year partnership between Wine Institute and CTTC
- Response to research indicating culinary travelers are important travel segment
- Special NY launch event January 29
- Integrated campaign with TV, print and Web

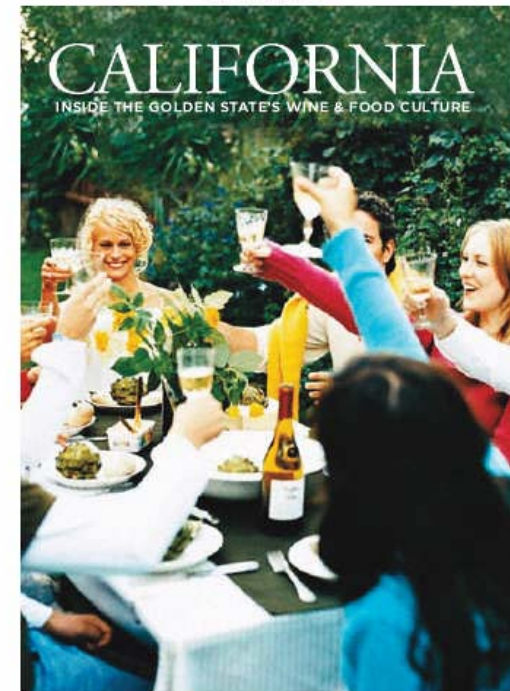
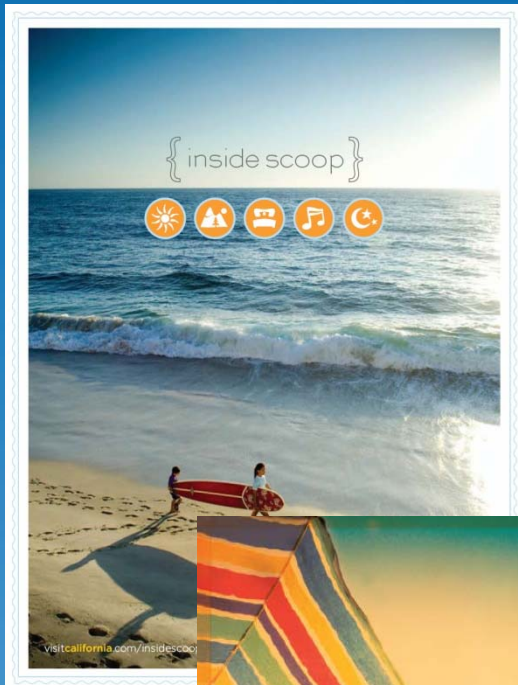


Video:
“You’ll Be Back”

Other Marketing Programs

Cooperative Print Inserts

- Inside Scoops
 - 24-page co-op print insert
 - California Insider content and calls to action
- Wine and Food Spreads
 - *Gourmet/Bon Appetit*



- Shop

- Continue to build packages highlighting shopping, dining and culture experiences
- Web, tradeshow, advertising, and PR components

- Golf

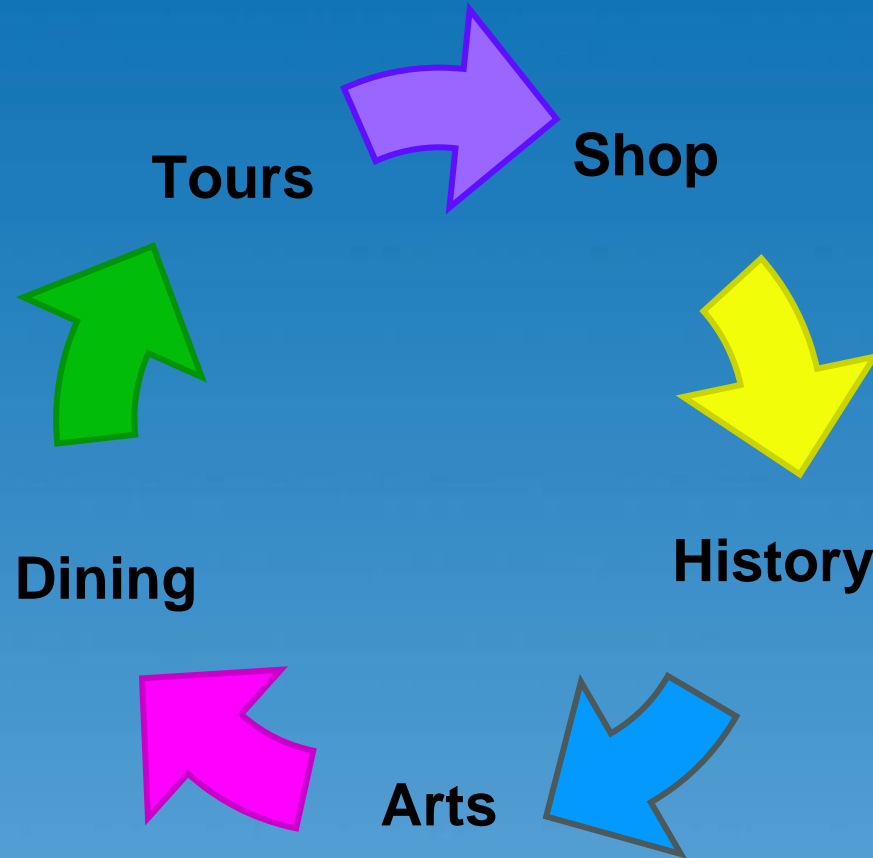
- Comprehensive guide
- Web, tradeshow, advertising, and PR components

- Culture



Old co-op sites will now be
integrated into
visitcalifornia.com

HATS, BAGS & EATS



The Perfect Partnership

Cultural Packages

- San Diego has 3 packages
- Being translated into Spanish, French, German, Italian, Portugese
- Worldwide Distribution
 - Visitcalifornia.com + CA International Offices
 - Culturetoursandmore.com
 - Shopamericatour.com
 - Next on DISCOVER AMERICA Worldwide

SAN DIEGO

BALBOA PARK AND MACY'S HORTON PLAZA PACKAGE - SAN DIEGO - \$77



San Diego's Balboa Park is the nation's largest cultural urban park. The park's incredible selection of museums, exhibits, theaters and cultural activities attracts hordes of visitors. With so many outdoor options available year-round in San Diego's balmy weather, the park offers many reasons to lure locals and visitors from beach and bay. Passport to Balboa Park - a full week of San Diego's best cultural value, offers visitors the chance to experience 13 museums in the Park, through significant savings and the convenience of a one-time purchase. The Passport is valid for seven days, a \$95 value! The Passport includes adult admission to each of the Balboa Park Participating Attractions.

[More Package Info](#)

ART, LAVENDER AND SHOPPING PACKAGE - LA JOLLA - \$51

Leave cosmopolitan San Diego behind and travel north to explore more treasures of Southern California. Your first stop will be luxurious La Jolla, where you'll enjoy visual pleasures at the the Museum of Contemporary Art San Diego - La Jolla. Then continue your tour up the coast at the Carlsbad Premium Outlet, where you can shop to your heart's content! After your shopping adventure, visit the fields of lavender during the bloom season of spring and summer in beautiful Valley Center!

[More Package Info](#)

DOWNTOWN ART AND MACY'S HORTON PLAZA PACKAGE - SAN DIEGO - \$51

Expand your artistic horizons and your wardrobe with the Downtown Art & Macy's Horton Plaza Package! Guests of this package will gain access to the permanent collection of the Museum of Contemporary Art San Diego, which includes more than 4,000 works created after 1950, representing all media and genres. After wetting your aesthetic appetite, you'll be primed for choosing the latest styles in fashion during your shopping adventure at Macy's Horton Plaza!

[More Package Info](#)

Communications: Tools of the Trade

- Media Events
 - Coming soon – San Francisco Media Event – April 22
 - New York, Los Angeles
- Press Kit CD
- Media newsletters
- Feature releases
- Coming soon – Travel Trade



A light blue world map is centered on the slide. Several countries are labeled in a darker blue font: Canada, Mexico, UK, Germany, Japan, and Australia. The text "International Plan" is overlaid in large white letters.

International Plan

International Spending – Primary Markets



- Tourism a key component
- Japan, China, Mexico and Canada



- Your Regional Representative:
 - *Kathy Anderson:*
619-888-4002 or
kanderson@visitcalifornia.com
- Monthly *Insights Online*
- *Insights Year in Review*



What Does All Of This Mean For YOU?

- Work with Your LOCAL CVB and Arts Commission
- Work with Your REGIONAL Marketing Group
- Submit Your Web Content
- Submit Your News Releases
- Participate in Trade Missions and Media Events
- Build a Business Plan based on Needs
 - Be ready to meet criteria of funders

CTTC For Free!!! Or a little change...

For free:

- *What's New in California* – sent to domestic and international media
- Feature press releases
- VisitCalifornia.com – free basic listing including link to your site
- Free festival and events listing
- Web - add your content!
- LandOfWineAndFood.com – Free basic listing
- Free wine and food event listings on LandOfWineandFood.com
- Shop packaging – provide net rate product

For a little:

- Domestic and International Media Events – San Francisco coming in April!
- International Trade Missions
- Print Co-ops

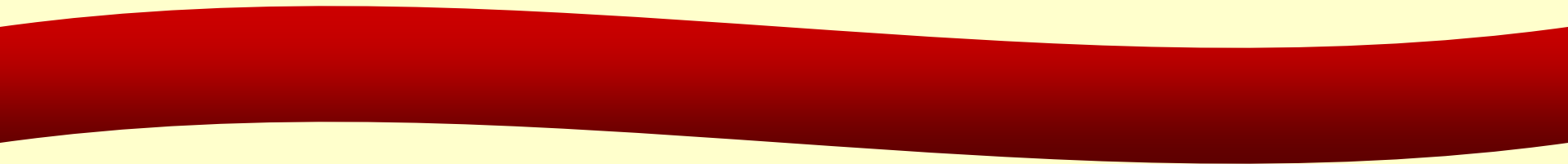
Many of these opportunities are easily leveraged by joining with your local or regional CVB to further buy down the costs of participation.

California Travel & Tourism Commission

San Diego Cultural Tourism Summit
March 12, 2008

San Diego Summing IT Up

Tom DiZinno and Lorin Stewart
Co-Chairs



Thank you for supporting
Cultural Tourism
in San Diego!

one of the **IT** cities for 2008!





Vibrant Culture, Vibrant City